

Community
Spirit Upheld

THE BEACH NEWS

Circulating in
Every Home

Promoting the Progress of the Beach and Bay Sections of San Diego and Point Loma Peninsula
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, Roseville and Point Loma Heights

VOL. 2—NO. 14

4829 SARATOGA AVENUE

Ocean Beach, California, April 6, 1923

PHONE POINT LOMA 17

FIFTY CENTS A YEAR
FIVE CENTS THE COPY

THREE MILLIONS FOR IMPROVEMENTS

Mission Beach and Ocean Beach to Touch Elbows in a Lavish Expenditure by the Spreckels Interests for Amusement and Transportation.

Announcement has been widely heralded of an astounding program of improvement at Mission Beach, just across the inlet bridge from Ocean Beach, that will soon result in a wonderful impetus in the progress of the two great beach resorts.

Three million dollars will be expended forthwith by John D. Spreckels in amusement and transportation enterprises. With a "Greater San Diego" as his watchword, Mr. Spreckels has divulged his plans for establishing a magnificent resort at Mission Beach and the definite declaration is made that the entire program of improvement will make this section of sunny Southern California one of the best and most popular sports on earth for all who glory in the actual joy of living.

A goodly couple of million dollars will be expended in making Mission Beach—only a mile or so north of picturesque Ocean Beach and bordered on either side by its wonderful stretch of strand by the Pacific ocean and Mission bay—one of the best-equipped and most beautiful seashore resorts in the whole wide world.

It is to be a wonder place! A million or more will be also spent in supplying adequate transportation facilities. Plans as now perfected outline a double track electric service for both express and local trains, capable of carrying several thousand both ways every hour between the beaches and the central section of the city.

The new route of the standard gauge electric railroad is announced as follows:

Commencing in the intersection of Broadway with Kettner boulevard; thence running northerly upon Kettner boulevard to Chambers street, upon Chambers street; thence northwesterly upon and across block 168, in Middletown, across California street, upon Hancock street to a point between Mason street and Smith street; thence northwesterly across private right of way, across Smith street; thence northwesterly across private right of way, across Wallace street; thence northwesterly across private right of way to the intersection of Kurtz street and Rosecrans street, across the intersection of Kurtz street and Rosecrans street; thence northwesterly across private right of way to Midway drive (produced northerly); thence northwesterly across private right of way to the intersection of West Point Loma boulevard and Bacon street; thence northerly on West Point Loma boulevard to the south end of Mission Bay bridge (to a connection with the present tracks of the Bay Shore Railroad Company); also from the intersection of Bacon street and West Point Loma boulevard southerly along Bacon street to a point between West Point Loma boulevard and Lotus street (to a connection with the present tracks of the Bay Shore Railroad Company).

One 2 and 3-room house to move; very reasonable if taken at once. See WALSH, 5026 Newport Ave., or phone Pt. Loma 92.

Manager O. F. Davis, of the Merry-Go-Round and Picnic Pavilion, has gone to Los Angeles over the weekend on a business trip. His phone number is Point Loma 65-J, the type making an error of it last week.

An aeroplane parks nowadays on a vacant lot on Cable street within a stone's throw of the O. B. Park Service station.

CARRIED



BONDS FOR O. B. LIBRARY

MISSION BEACH CLUB WILL MEET NEXT SUNDAY

Big Preparations for Improvements Will Probably Be Made By Local Organization of Which County Clerk McLees Is the Secretary.

Members of the Mission Beach Improvement Club, which was formed last year by a group of owners of property at the beach, are being notified this week that next Sunday afternoon at 3 o'clock there will be a meeting at the office of J. M. Acker, real estate dealer, in Mission Beach.

According to J. B. McLees, county clerk, who is secretary of the Mission Beach Improvement Club, all "M. B.'s," otherwise known as Mission Beachers, are asked to be present. In view of the announcement that John D. Spreckels has made extensive plans for the improvement of Mission Beach, it is expected that next Sunday's meeting will be well attended by all residents and San Diegans, who own property at the beach.

AN OPPORTUNITY TO HAVE A CLOSED CAR

New 1923 Ford Sedan, body never used; will take your old Ford body as past payment and give terms. See BERT SCHNEIDER, 4760 Voltaire Street, Ocean Beach. Phone Pt. Loma 8-R. Salesman for Powell Ford Headquarters, First at C, San Diego.

C. OF C. COMMITTEE AT WORK

President W. H. Culmer, of the Ocean Beach Chamber of Commerce, has sent communications to the members of various committees of that business body, outlining comprehensive plans for promoting the welfare of the Beach community and some remarkable results are promised when the committees get down to actual work.

BONDS AVAILABLE SOON.

Money from the \$920,000 bonds voted by the city at the March 20 election will begin to be available about July 1, from which date the bonds probably will bear interest, according to a statement recently made by the city attorney.

The \$920,000 issue is made up of \$495,000 pier bonds, \$325,000 water distribution system bonds \$70,000 paving bonds for the cemetery road and \$30,000 paving bonds for the continuation of Twelfth street through the park.

Two policemen now do duty on the Beach district and there's hope of another being added when the season gets into full swing.

HOT BREAD, only 10 cents a loaf, direct from Chris Homeyer's Bakery; can be had daily, 3:30 p. m., at the Ocean View Grocery, opposite the merry-go-round.

SPECIAL NOTICE

Commencing with the enlarged edition of THE BEACH NEWS on April 13, the future subscription prices will be (.75c) seventy-five cents per year anywhere in San Diego county and (\$1.00) one dollar yearly elsewhere.

STRIKING OIL NEAR

Ridges and Terraces as Well as Seashore and Bay District May Yet Be the Scene of Great Forest of Derricks

The possibility as well as probability of striking oil at Ocean Beach has stirred the community to a high pitch of enthusiasm this week. Many are positive in their assurance that oil will ultimately be obtained on the ridges and terraces, while others pin their faith on the flat lands and shores of the sea and bay.

At any rate, the report that a well on the bay near Ocean Beach was bringing up quite a quantity of oil last Wednesday from a depth of only 200 feet caused no end of excitement among local oil enthusiasts.

Investigation proved that the product was about of the same caliber as the oil obtained at the La Tosca well from a depth of 1250 feet. A number of people camped at the local well all night in a fever of expectancy, but the bore became choked the following day and drilling has necessarily ceased, it is claimed, until a fifteen-inch casing can be replaced for the present equipment.

Meanwhile, speculation is rife as to the possible productiveness of liquid gold in the beach district. Experts claim that a big oil supply will be obtained at considerably less than a thousand feet and a probable forest of derricks is predicted in this delightful region of sunny Southern California.

Be all that as it may, it is stated on good authority that several cars of local flat land were leased this week by a syndicate of well-known oil magnates with the express purpose of immediate development for bringing in spouting wells.

Some famous geologists have positively asserted that "There's oil at Ocean Beach" with every favorable factor for its production in big paying quantities. Time and work will tell the truth of their theory. Anyway, the present projects are worth experimenting, and may fabulous success crown the efforts of all prospectors and investors.

"BILL BOOSTER" will make his bow to Ocean Beach in the big edition of The Beach News next week. Look out for him—he's a humdinger!

The series of "upside-down" comics beginning in the enlarged edition of The Beach News will make 'em all laff!

NAVAL TRAINING STATION.

A boat pier, float and gangway are to be constructed at the Naval Training Station within the next month or so. A complete street lighting system will also be installed at an early date. The station will be officially commissioned June 1, with nearly 2,000 recruits in attendance.

The Ocean Beach Boosters' Club will have charge of the big reception to be given on Sunday, April 15, to the forces of the returning destroyer squadron.

ELECTED



EDGAR F. HASTINGS
MEMBER OF
BOARD OF EDUCATION

LIGHT VOTE AT CITY ELECTION

Library Bonds and Pipe Line Proposition Both Carry. With Hastings in the School Saddle and Held and Stewart Re-elected Councilmen.

At the general election last Tuesday the Library bonds were carried by nearly 200 majority over the required two-third vote.

Edgar F. Hastings topped the school board ticket by upwards of two thousand. He proved one of the most popular candidates who has entered a local race in a long time, and experts figure his showing to be most remarkable considering the conditions of the canvas for board of education. The Beach News heartily congratulates Mr. Hastings, who has been very sincere and joyfully profuse in expressions of gratitude to the many friends who worked faithfully for his election.

The vote for the library bonds, with the 80th precinct missing was: For, 7459; against, 3496.

The Bonita pipe line bonds carried with the totals standing: For, 9220; against, 1681.

The voters returned John A. Held and Don M. Stewart to the common council, re-elected Major John L. Bacon and chose Edgar F. Hastings and Mrs. Lena P. Crouse to be members of the school board. The vote was: For council, Held 7352, Stewart 6981, Bjarnson 3985, Flowers 3767; for board of education, Hastings 7338, Crouse 5574, Crandall 5085, Crawford 2084.

Mayor Bacon received practically the same vote he was given at the primary. Names of other citizens were written on the ballot for mayor by voters. Charles E. Rinehart, who opposed the mayor at the primary, received more than 100; Howard E. Morin, 13 votes and ex-Postmaster Lou Barrow, Dr. Kinsley and Willis H. P. Shelton received scattering votes.

O. B. CIGAR FACTORY ENLARGED

"Bustling Bob" Walsh is at it again improving his Newport avenue property. A large addition has just been made to the rear of the O. B. Cigar Factory building, and "Roy" Burkhardt and "Big Bill" Andrews now have a deal more elbow room for the production of Burkhardt's Panetellas, Highways and O. B. Special cigars.

BIG BARBECUE FOR BLUEJACKETS

Greatest Event of Its Kind Ever Held in California Will Form the Feature at Ocean Beach of a Grand Civic Welcome to Returning Squadrons.

For the great civic welcome next week to the officers and men on the returning Destroyer Squadron, a three-day celebration is planned, two of which will be in San Diego and one in Ocean Beach. Chief W. A. Linthwaite, director of the Destroyer Force club, has announced that the first two days will be devoted exclusively to entertainments, public and private, in San Diego proper, and the third day will be given over to a gigantic barbecue at Ocean Beach, which bids fair to be the largest ever held in California.

The third day will re-group all the previous entertainment into a stupendous field day and athletic meet at Ocean Beach, together with the barbecue.

The chief announces that every point of his plan is now ready for execution, and the Ocean Beach Booster's club, headed by L. J. Burkhardt and W. A. Benbough, has promised about \$1000 in additional prizes for the various events.

It has been suggested that every flag at the Beach be flown from business houses and residences on Sunday, April 15, and all porch lights be turned on and houses well illuminated that night for an hour or so at least, early in the evening.

Let's all join in the celebration.

O. B. DRY GOODS

Watch and wait for the Grand Opening next week. Every article in the store will be greatly reduced.

'CANNON BALL' AT GARDEN OF EDEN

Manager Benbough Arranges a Novelty for Devotees of Terpsichore at the Dance Pavilion Tomorrow Night.

There'll be big doings at the Garden of Eden tomorrow night, Manager Benbough having arranged for something of a dance novelty, which is announced as a "Cannon Ball." It will be a wise move to be in attendance early and stay late in order to find out what it is all about. Special music will be provided.

With the establishment of steam tables, lunch counters, soda fountains, new high revolving chairs and a number of cosy settees and attractive booths, a force of painters and decorators are now busy "dolling up" the popular pavilion to the delight of all beholders. Most agreeable soft tones of gray and ivory are being used throughout the capacious cafe and in the main entrances and lobbies, while the entire interior will be rehabilitated for the special comfort and convenience of the thousands of patrons.

In fact, everything will be made thoroughly ship-shape for the big reception to be given the returning members of the destroyer squadron on Sunday, April 15, marking the opening of the regular beach season.

A large number of concessions have already been booked by Manager Benbough and several especially good spaces are under consideration by big attractions. Altogether, the forthcoming season promises to be the best and most profitable the beach has ever experienced.

The MAIN CAFE—Remember the SPECIAL DINNERS at Mrs. D. Humanson's popular place on Newport Ave.

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GOAT MOTHER FOR BABY SEAL
The baby seal which was captured on the beach last week by Mrs. S. L. Sellers of Bacon street and later presented to the San Diego Zoo, is now taking its nourishment from a nanny goat. Caretaker Gauder says the infant stray stranger from the waters of the Pacific is growing strong and well contented in its new environment. The seal is fed twice daily and many visitors curiously watch the strange foster-mother proceedings.

A kind word about us to our advertisers will be very gratifying.

Katherine's Kollum



SPECIAL NOTICE.

Commencing with the enlarged edition of THE BEACH NEWS on April 13, the future subscription prices will be (.75c) seventy-five cents per year anywhere in San Diego county and (\$1.00) one dollar yearly elsewhere.

Subscribe NOW and get the benefit of the original rates of fifty cents a year.

YOUR COMMUNITY PAPER

Turning from the city newspapers to the community exchanges which come to our desk is like stepping from the slums full of vile odors into an old-fashioned garden sweet with honeysuckle and the scent of perennial flowers.

The pages of the big dailies are so full of murders, thievery, immorality, the breaking up of homes by infidelity and selfishness that the better news is obscured.

One puts the paper aside with a feeling of depression and heartache that the world is so full of such terrible and unhappy things.

Then, picking up the papers that record the happenings of the smaller towns around us one gains renewed faith in life.

Here are set forth only that which uplifts a community—the activities of the business men, the church news, the civic good accomplished by the women, school items, the happy social gatherings of the people, the marriages, births and deaths, and all the thousand and one daily occurrences that make up the simple annals of the great common people who are really the foundation of this broad country of ours.

Scandals are seldom published in the community newspapers, but if it so happens that decency so demands it the uglier details are omitted, or are given a kindly touch that is widely different from the unfeeling publicity of the city press.

No wonder. The offenders may be our neighbors, or people we have rubbed elbows with all our lives. They are real human beings, while to the great city dailies they are merely grains of a sort that are ground out hourly in their news mill.

Mr. and Mrs. A. Overstreet of 4947 Del Monte avenue are rejoicing over the arrival of a fine, healthy eight-pound boy.

Mr. and Mrs. George Churchman and son, Albert, from Pacific Beach were welcome callers at The Beach News office this week. They are old friends of Katherine, and a very pleasant hour was spent recalling the good old times. We hope they will soon call again.

Mr. M. Mitchell of Chicago, Ill., who is stopping at the Hotel Newport, is recovering from his recent illness.

Miss J. Oakes, daughter of Mrs. E. F. Oakes of 4532 Long Branch avenue, is regaining her health very rapidly.

A. H. Hemler, brother-in-law of Mrs. R. C. Burdette of 4811 Santa Cruz avenue, arrived last Sunday from Billings, Mont. Mr. Hemler was formerly connected with the Collier Company of St. Paul, Minn., for eighteen years. He is at present residing in one of Mrs. Penny's cottages on Saratoga avenue, and expects to remain in Ocean Beach permanently.

Mr. and Mrs. Dudley Nashold of Cedar Rapids, Ia., will move into the home vacated by E. J. Baker at 4886 Long Branch avenue.

Mr. and Mrs. S. Carder Smith of 4076 Voltaire street, motored to Santa Ana yesterday, to be gone about two weeks.

Mr. and Mrs. Hogue, recently of Des Moines, Ia., have moved to Ocean Beach for the summer. Mr. Hogue is the manager of the band and orchestra department of the Southern California Music Company in San Diego.

Mr. and Mrs. Arthur Farmer and their two children, Leonard and Fern, arrived last Sunday from Broadhead, Wis. They intend to make Ocean Beach their permanent home and are at present residing at 4956 Santa Monica avenue. We welcome our new arrivals most heartily. Mr. and Mrs. Farmer are the brother and sister-in-law of E. Grenewalt of the new O. B. Notion Shop on Newport avenue.

Mr. and Mrs. Kenneth Crosby of San Diego, brother and sister-in-law of Mrs. D. C. Crosby of Muir avenue, and Erastus J. Baker, brother-in-law of Mrs. Crosby, left last Wednesday for Tacoma, Wash., en route East. Mr. Baker will return later on to his home in Yarmouth, Nova Scotia. They were all delighted with their pleasant sojourn here, and hope they will soon be again amongst their Ocean Beach friends. And here is where Katherine seconds the motion.

Mr. and Mrs. John Hamor, who formerly resided in Ocean Beach, but have been located for the past two years in Miami, Fla., have returned to the Beach and are living for the present in one of Mrs. Loring's homes on Abbott street.

J. Fred Whiting, traveling representative of the Western Newspaper Union of San Francisco, was a very agreeable caller at The Beach News office yesterday. Mr. Whiting is a resident of Long Beach, Calif.

Mrs. Mary T. Dranga has left for a long trip to northern California. She will visit with her sister in Sierra Madre and later expects to go to Texas to visit her daughter.

SUNSET CREST NOTES

Mr. and Mrs. Frank Quail of Detroit, Mich., who have occupied the "Cozy Corner" bungalow all winter, left last Friday morning for home. They go the northern route and do not expect to be home until the middle of May. In leaving they said they would return and have only one-way tickets. Their sojourn here had been so pleasant it was like breaking home ties.

Miss Mary Williams, the school nurse of Monrovia, Calif., spent her Easter holidays with the Wheelers. Many pleasant affairs were given for her.

A dinner party given by Mr. and Mrs. George Hinman of Olivewood Terrace, Mr. and Mrs. F. Quail and Mr. and Mrs. Wheeler also were guests.

The Wheelers gave a farewell dinner for Mr. and Mrs. Quail on Thursday evening and the invited guests were: Mr. and Mrs. W. J. Heathcote and children, Mr. and Mrs. Frank Russel, Mr. and Mrs. George Hinman and house guest, Miss Williams. The evening was spent with music and refreshments were served throughout the evening. A very happy time was spent by all.

The Misses Gibson, Roberds and Laton entertained Mrs. Wheeler and Miss Williams at dinner at the U. S. Navy nurses' quarters and then at the "Kismet" at the Red Cross Hut at the U. S. Navy Hospital on Tuesday, March 27.

The Wheelers gave a dinner for the nurses in honor of Miss Williams at their home Saturday night. A merry time was enjoyed by all.

Mrs. William Moir proved a charming hostess Friday afternoon to a Beach party, her guests being the Sunset Crest families. Bathing and a weinie roast were enjoyed by all.

Miss Mary Williams returned home last Sunday afternoon.

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BEACH DAILY

Mrs. Frank C. West of 2069 Eber street gave a lovely dinner party at her home last Wednesday. It was particularly interesting to note that all vegetables and fruits that were served, were grown in her own garden. Those present were Mrs. A. J. Peterson, Mrs. A. T. O'Malley and Mrs. S. Carder Smith.

Mrs. Laura Poland of the Valley Center school is spending Easter vacation with her sons at their Beach home on Narragansett avenue.

Mr. Charles Benson of Los Angeles was a week-end visitor at his son-in-law and daughter's house, Mr. and Mrs. W. N. Douglass, of 4776 Del Monte avenue. Mr. Benson is very enthused over the promising outlook for the growth of Ocean Beach, and hopes some day to become a permanent resident here.

Mrs. Frank Lewis of 4732 Voltaire street, gave a very lovely afternoon tea last Tuesday afternoon. Dainty refreshments were served. The invited guests were, Katherine Mader, Mrs. Cromer, Mrs. George Hume and Alma Kirkpatrick.

Earl Haas, the efficient proprietor of the Ocean Beach Feed and Fuel company, called at the house in time to get a share of the delicious cake, which Mrs. Haas insisted he should divide with her, and being a dutiful husband he did.

DOUBLE BIRTHDAY AND EASTER PARTY

One of the most enjoyable parties of the Easter season was given at the home of Mr. and Mrs. Castien last Saturday, in honor of their two oldest children, Agnes and John Edward. An Easter egg hunt was enjoyed by all the children. Also baseball and boxing were in great favor with the boys. Prizes were given to the girls and boys in various contests.

Novel Easter favors were used for placecards. Following were the invited guests:

Emanuel and Virginia Levy, Winona Bishop, Floris and Betty Cable, Greta Orcutt, Lola Greer, Jarret Slaughter, William Sommers, Roy Brooks, Rawley Fowler, Maurice Montgomery, Willis Kenline, Bronson Bennett, Isabelle, Francis, Caroline and Luella Castien and the honorees.

PRIZE MASQUERADE COSTUMES

At the masquerade ball held last Saturday night at Benbough's beautiful Garden of Eden, Miss Ruth van Houten of 4817 Saratoga avenue and Miss Marie Nadon of 2343 Columbia street, San Diego, won first prize for the best character costumes worn. They represented new arrivals, direct from Holland, in a typical Dutch boy and girl costume, including the real wooden shoes. Great applause was awarded them when popular Manager Benbough presented the prizes.

HONEYMOONING IN OCEAN BEACH

In the parlors of the Central Christian Church last Saturday afternoon, the minister, Rev. W. E. Crabtree, officiated at the marriage of Joseph J. Weeks and Anna H. May. They will make their home at Ocean Beach. Mr. Weeks is a builder.

SONG LEADER GETS DIPLOMA

The Volunteer Song Leaders' Institute of Community Service, which has been in progress since early in November, held its graduation exercises at the San Diego clubhouse last week. Mrs. Juanita B. Close of 4943 Niagara avenue was one of the graduates who was presented with a diploma by the chairman of the Community Service board of directors, John S. Akerman.

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THE BEACH NEWS

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PUBLISHED EVERY FRIDAY4829 Saratoga Avenue, Ocean Beach,
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KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y.-Treas.

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FRIDAY, APRIL 6, 1923

THE BEACH NEWS is on sale
regularly at the STATION NEWS
STAND, Niagara avenue and Bacon
street, and at FROIDE'S PHOTO
STUDIO, Newport avenue, opp. the
postoffice.News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

TO NEWS CONTRIBUTORS

In order to insure prompt and
proper publication of news notices
of all societies, lodges, associations
and other like gatherings, the chair-
man, secretary or head of such bodies
are respectfully requested to send
their news items direct to THE
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Thursday noon of each week.STATEMENT OF THE OWNER-
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AUGUST 24, 1912.Of The Beach News, published weekly
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State of California,
County of San Diego—ss:Before me, a notary public in and
for the state and county aforesaid,
personally appeared the owner of
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ing is, to the best of his knowledge
and belief, a true statement of the
ownership, management (and if a
daily paper, the circulation), etc., of
the aforesaid publication for the date
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editor and business managers are:Publisher, Kirk Smith, Ocean
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tor, Kirk Smith, Ocean Beach, Calif.;
business managers, Kirk Smith and
Katherine Smith, Ocean Beach, Calif.2. That the owner is (if the pub-
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KIRK SMITH,

Editor-Owner The Beach News.
Sworn to and subscribed before me
this 31st day of March, 1923.(Seal) ROBERT J. WALSH.
(My commission expires November
27, 1924.)The seashore front is being thor-
oughly cleaned of kelp in prepara-
tion for the early opening of the sea-
son on April 15.YOU will soon get a tenant for
your empty house for a dime a line
in our Classified Ads, cash rates.O. B. GIANTS VS.
O. B. YANKEESRecord for Broken Bats Held By
Ray Davis in Last Saturday's
Baseball Game at the Beach.Reported by Harold Belmont
4655 Santa Monica Avenue.

Time: 9 a. m. last Saturday.

Place: School grounds.

Score: 4 to 1, in favor of O. B.
Giants.The lineup: O. B. Giants—Catcher,
Ernest Early; pitcher, Ray Davis
and Harold Belmont; first base,
"Lefty" Mach; second base, Richard
Kenner; third base, Rolly Fowler;
shortstop, Johnny O'Connor; left
field, Ray Davis and Harold Belmont;
right field, Ray.O. B. Yankees—Catcher, Morris
Hughes; pitcher, Joe Lewis; first
base, Donald Hawkins; second base,
Robert Williams; third base, Ralph
Storm; left field, Roy Leonard; right
field, Johnny Lawrence.

Umpire, Alan Belmont.

Captains, Harold Belmont and Joe
Lewis.Home runs were made by Johnny
O'Connor and Harold Belmont of the
Giants and Joe Lewis of the Yan-
kees.

Community Forum

This Forum is open to our readers for
the expression of opinions and criticisms,
whether favorable or unfavorable, on any
and all subjects and questions affecting
the Beach communities. The views here-
in expressed are not necessarily our
views. We do not ask you to agree with
them or with us. We will publish as
many reasonable letters each week as
space will permit. Please write on one
side of the paper only; and sign all com-
munications, not obligatory for publica-
tion, unless so requested, but as an evi-
dence of good faith.

THE EDITOR.

DOGS.

Editor BEACH NEWS:

I was pleased to see the communi-
cation last week from "Civilized"
about the dog nuisance at Ocean
Beach, which has reached such prop-
ortions that our beautiful suburb
has been nicknamed "Dogtown." This
is hard on "Civilized" and many of
his neighbors who object to being
classed among Indians and gypsies.
During the war, when we were not
allowed sufficient food to work on,
there were many of these domestic
wolves in fat condition roaming the
streets, often attacking people. I
myself had to rescue a lady from one
of these hideous airdales that at-
tacked her on the street and ruined
her dress. Many of these beasts
have no collar and pay no license.
Some one should gather in these stray
wolves and change the reputation of
our fair town. ZENAS.

"CLIFF'S" NEW PHONE NUMBER

With the recent removal of the
Ocean Beach Cleaning establishment
from Niagara avenue to new and bet-
ter quarters at 1928 Bacon street, C.
H. Owen, the popular and progressive
proprietor, announces in "fat" black
type that his phone number has been
changed to Point Loma 30-J and all
calls will receive prompt attention.
Join "Cliff's" Pressing Club and keep
spruced up!

NINETEEN—NINETEEN

That's not the age of some sweet
young college graduate, but it's the
easily remembered number of the
Country Market on India street,
where you can stop on your way home
and have "the farm brought to you."
The wise, witty and well-known Wal-
den is the proprietor and will see that
you get satisfactory service.

WALSH IS A WORKER

"Bustling Bob" Walsh is at it
again hammer and tongs—or, better
yet, with a full set of carpenter's
tools, aided and abetted by skilled
workmen in still further improving
his Newport avenue property. Be-
sides being a wide-awake realty man,
Bob Walsh is most decidedly a booster
who believes in the actual realiza-
tion of the visions of progress. His
work at and for and of the Beach
speaks volumes for his vigilance, in-
dustry and tireless energy.

CANYON ROAD PAVING.

Work on the paving of Reynard
way, the short cut to Mission Hills
through what is known as the State
street canyon, will be started in a
few weeks. It will cost approxi-
mately \$40,000 and will be paid for
under the district plan, and the as-
sessment is not expected to exceed
\$25 a lot.SELL IT in our Classified Ads for
only a dime a line, cash rates.

It's Not Far to a FABER Store

The Little Cash Grocery Faber's Cash & Carry No. 3
5021 Newport Ave. Pt. Loma 1292119 Bacon St. Phone Pt Loma 248Cost of Food-Stuffs Reduced
By Cash Sales and No Delivery
Choice Staple Groceries. Fresh Vegetables.Prompt and Courteous Service at all
FABER STORESFABER'S O. B. GROCERY, COMPLETE AND
SANITARY
Fresh Meat and Fish Department. Prices and Quality Can't
Be Beat. Best Butchering at the Beach
TRADE AT HOME WHERE PRICES ARE RIGHT

It's Not Far to a FABER Store



Serve Plenty of

CRAMER'S
RAISIN
BREAD

All the Family Will Like It.

Order from Your Grocer

STOP

On Your Way Home at the
COUNTRY MARKET
1919 India Street, San Diego
We Bring the Farm to You.
If It Grows, We Sell It.

USED CARS

Terms to Suit
Will Trade or Sell any Sort of Car
At Most Any Price
H. L. LEONARD
50-50 AUTO EXCHANGE
Phone 659-30 Front and C Sts.

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging six
words to a line. No advertisement for
less than 30 cents, all payable in AdvanceFOR SALE—Eight Barred Rock
laying hens, \$15. Also hatching eggs.
4682 Brighton avenue, Ocean Beach.WANTED—Plain sewing by the
day. Call at 5046 Newport avenue,
Ocean Beach.FOR SALE—Young Cornish Game
rooster and laying hen, not quite a
year old. 4829 Saratoga Ave.WANTED—Wide-awake advertis-
ing and subscription solicitors for city
and suburban district. Apply The
Beach News office.

SUBURBAN PHONE TOLLS

Telephone calls to El Cajon and
Pacific Beach will cost 15 and 10
cents, respectively, following an-
nouncement by the telephone com-
pany of the toll rate at midnight last
Tuesday. Heretofore, there has been
no toll rate for these communities,
and the residents and phone users
in general are strenuously objecting
to the imposition of increased rates.

OCEAN THEATER

All movie fans will happily remem-
ber the famous dog in "The Silent
Call" and they'll have a chance to see
him again next week when Strong-
heart appears in "Brawn of the
North" at the Ocean Theater on
Wednesday and Thursday. "Don't
Doubt Your Wife" will be the feature
tomorrow night and on Sunday Viola
Dana will be seen in "Glass Houses,"
with other special attractions.Mention of The Beach News to our
advertisers will be appreciated.DeLUXE
WATER
HEATERNo Home
Complete
Without One
Durable and
EconomicalOcean Beach
Plumbing Co.
Chas. H. PELTCHER
Proprietor
5068 Niagara
Avenue
Phone, Point Loma 152-J

STILES

We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

Phone: Point Loma 20-J

SUNSET GARAGE

Crank Case Service

TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.San Diego's All-Year-Round
TOY LANDCHILDREN'S
OUTDOOR
PLAYTHINGS

Phone 625-70

PASSMORE'S

Bird and Toy Store
1166 Sixth St. Bet. B and C
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andrewsburg Canaries.SAN DIEGO'S OLDEST
BIRD STORE

SUNSET CREST

(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four
rooms with bath, completely furnished
\$45 to \$50 and Up Per Month.
Fireproof Garages

J. W. JOBES

BUILDER
4522 Long Branch Avenue
OCEAN BEACH, CALIF.
Phone, Point Loma 36

B. L. MARTIN

Recently with Sherman, Clay & Co.,
San Francisco
EXPERT PIANO TUNING AND
REPAIRING
Phone Point Loma 17 P. O. Box 1092Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

ANNOUNCEMENT

With the widely heralded opening of the regular Ocean Beach season on Sunday, April 15, **The Beach News** will celebrate two days earlier, on its scheduled publication day, by enlarging in size and putting on a brand new dress of type—thanks to the generous patronage of our loyal advertisers and the wonderful increase in the number of our valued subscribers.

Originating with a small four-column, four-page paper, **The Beach News** was enlarged on its second issue to its present five-column size and plans are now being perfected for increasing to **SIX** columns per page, with the paper proportionately longer. This very gratifying enlargement will enable us to add a number of new features and several interesting departments, besides giving more generous space and suitable display to the varied and complete community news of the great trio of beaches and the grand peninsula forming our gloriously growing clientele. We sincerely thank you.

KIRK SMITH, Editor-Owner. **THE BEACH NEWS**

Pacific Beach

MRS. LUCY WOODWARD
Authorized Representative For
PACIFIC BEACH
Phone Pacific Beach 471
1739 Hornblend Street
Pacific Beach

SPECIAL NOTICE.

Commencing with the enlarged edition of **THE BEACH NEWS** on April 13, the future subscription prices will be (.75c) seventy-five cents per year anywhere in San Diego county and (\$1.00) one dollar yearly elsewhere.

Subscribe NOW and get the benefit of the original rates of fifty cents a year.

The meeting of the Reading Club Thursday was Mrs. Scripps' annual musicale, and, as always, most enjoyable. Mrs. Mills, Mrs. Edith Mills Scott and Emily Rose and Robert Scott supplied the program. Mrs. Mills played several numbers of Mae Dowell's. Mrs. Scott gave several songs of which the words were written by Mr. Carrol Scott and the music by Mrs. Scott's sister, Mrs. Herreshoff. Emily Rose and Robert also gave much pleasure with their singing. After the meeting ice cream and cake were served by Mrs. Scripps and the hostesses, Mrs. Mitchell and Mrs. Higbee.

PERSONAL MENTION

Mr. Brooks has sold to W. Alcore, San Diego policeman, four lots in Fortune Park. Mr. Alcore plans to build at once.

Mr. Adams, who owns the Hinkle place, has just bought an investment, one-half block east of the prospective new schoolhouse.

The Pacific Beach Community League met Monday. The open meeting previously planned for has been postponed as the speakers invited were not able to come at that time. It is to be before the special election in May and speakers for and against the new county charter are to be invited to speak. The proposition of a cement bridge over the San Diego river was discussed but no action taken.

Mrs. Adams, who has been for several months staying at Ramona, is back in her cottage at the Ocean Front.

Mr. and Mrs. Holroyd have moved out of the Mason house and have rented rooms with Mrs. Ruis.

Mr. and Mrs. Woodward have had quite a family reunion. Their daughter and family are visiting from Santa Paula and Harry Woodward and wife and Maurice Woodward and wife of San Diego join the family party on Sunday.

Mrs. Olive Rogers had an Easter egg hunt on the church lots. Twenty-three children participated in the fun and all found nests and eggs.

Mr. and Mrs. Knapp have traded their home on Thomas avenue for a ranch at La Mesa, and with Mrs. Knapp's mother, Mrs. Peebles, are, we are sorry to say, moving away from Pacific Beach at once.

Mr. and Mrs. Peas have moved into the Morse house on Hornblend avenue.

Mrs. Scripps and Mrs. Hinkle are spending a week at Mrs. Scripps' mountain cottage at Pine Hills, returning Saturday. Mrs. Hinkle plans to go back to Fullerton early next week.

Miss Mary Scripps has been spending a few days in Los Angeles.

Mr. Richert is home again after a ten days' visit with his daughter, Mrs. Pitman at Hemet.

The life of a community organ depends upon its advertising. Are you helping to support your home paper with your business card?

CHURCH NEWS

Rev. W. Millar's sermon Sunday was on the subject: "The Power of the Risen Lord," illustrated and especially adapted to Easter. The church was beautifully decorated in calla lilies and ferns and the music specially prepared under the leadership of Col. Davis. The C. E. was also from the resurrection psalm, led by Miss Margaret Reed and the Junior C. E. led by Virginia White, and the subject, "How Can We Live With the Risen Lord?" The Sunday school conference was held Thursday at the home of Mrs. Thos. Davis.

Our advertising columns form a public directory of the business at the Beaches. Is your business card among the missing?

★ ★ ★ ★ ★
The Ocean Beach
Chamber of Commerce
★ ★ ★ ★ ★

Regular Meeting April 2, 1923.

Meeting called to order by Chairman Culmer at 8 o'clock p. m.

The roll call of officers showed Chairman Culmer and Secretary Harrison present.

The minutes of the previous meeting were read and approved.

Under "Reports of Committees" the chair reported the formation of twenty committees with a total membership of fifty-eight members. L. G. Burkhardt reported that the membership committee had not as yet organized because of the lack of membership lists.

W. A. Thomas rendered the report of the Community House Committee, and on motion duly made, seconded and carried the report of the committee was accepted and the plans of the committee endorsed by the chamber. Kirk Smith reported the Publicity committee had ordered the printing of signs advertising meetings of the Chamber of Commerce, and C. H. Peltcher reported "progress" for the Sanitary committee.

Following the reports of committees the meeting listened to talks by Miss Althea Warren and Miss Margaret Rankin advocating the passage of the Library bonds, and to a talk by Mr. Edgar F. Hastings urging his election to the school board.

Under the title of new business bills for \$6.00 for rent and \$7.90 for printing were presented and approved.

A petition for a street light at Froude and Brighton streets was read by W. A. Thomas, and on motion duly made, seconded and carried the secretary was instructed to present the same to the city manager with a letter requesting favorable action on the petition.

Following a general discussion on various subjects by different members, there being no further business the meeting adjourned.

F. B. HARRISON, Secretary.

Are you a Beach booster as reflected by our advertising columns? A small business card costs you only six-bits a week. Big display at reasonable rates.

Charles T. and Elizabeth T. Hammon to James Demarco—Lots 43 and 44, block 72, Ocean Beach.

Union Trust Co. of San Diego, trustee, to William R. Cushman—Lots 6 and 7, block 20, Ocean Beach Park.

Dance to Music That Makes You Want to Dance

BENBOUGH'S

OCEAN BEACH PAVILION

THE "GARDEN OF EDEN"

Dancing Every Thursday and Saturday Evening and Sunday Afternoon and Night

Good Music! Good Floor! Open All the Year.

OFFICERS AND COMMITTEES
O. B. CHAMBER OF COMMERCE

W. H. Culmer, President.
C. H. Peltcher, First Vice-Pres.
D. J. Spencer, Second Vice-Pres.
Frank B. Harrison, Secretary.
Leroy G. Burkhardt, Treasurer.

Board of Directors—W. E. Benbough, L. G. Burkhardt, O. F. Davis, James P. Dougherty, G. H. Faber, Earl J. Haas, J. M. Harrison, C. H. Peltcher, Kirk Smith, D. J. Spencer, W. A. Thomas.

Advertising and Publicity Committee—Kirk Smith, W. E. Benbough, H. K. Rankin, Mrs. McGarvey, F. E. Hughes.

Police and Restriction Committee—C. H. Peltcher, James Dougherty, Dr. N. F. Adamson, C. L. Shactebec, Carl Schroeder.

Finance Committee—C. A. Peace, W. A. Thomas, Mrs. McGarvey, L. G. Burkhardt, T. B. Kline.

Membership Committee—L. G. Burkhardt, Mrs. C. H. Peltcher, G. H. Faber, Kirk Smith, Henry Eulberg.

Schools and Playgrounds Committee—Miss Kate Spani, Mrs. A. M. Morgan, H. K. Rankin, W. H. Perry, Henry Eulberg.

Library and Literary Clubs Committee—Miss Margaret Rankin, Mrs. McGarvey, Rev. R. E. Brown, W. H. Perry, Mrs. Kirk Smith.

Parks and Sidewalks Committee—Donald Spencer, A. G. Kingsburg, G. W. Kenling, J. J. Neumont, A. C. Shepherd.

Community House Committee—W. A. Thomas, W. E. Benbough, Mrs. Mary Peace, J. M. Harrison, F. B. McElwee.

Chamber Location Committee—O. P. Davis, W. J. Richley, R. E. Brown, R. J. Walsh, E. F. Hastings.

Street Paving Committee—James Dougherty, Charles J. Peltcher, Donald Spencer, L. G. Burkhardt, F. B. McElwee.

Other committees are in process of formation and will be daily added to the above list.

Church News

FIRST BAPTIST CHURCH

Rev. Rolla E. Brown, Pastor
Sundays—Worship and preaching at 11 a. m. and 7:30 p. m.; Bible school, graded for all ages at 9:45 a. m.; Young People's Union at 6:30 p. m.

Wednesdays—Service of prayer, praise and conference at 7:30 p. m. The public is cordially invited to attend any or all of these meetings.

UNION CONGREGATIONAL CHURCH

Rev. Frederic J. Stoetzel, Pastor
Church school at 9:45.
Morning worship at 11.
Evening worship at 7:30.

CATHOLIC CHURCH

(Corner Defoe Street and Santa Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m. At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL

Rev. George Wallace, D. D.

Sunday school at 9:45 a. m.

Morning service at 11.

Sunday school and morning service held at 5006 Niagara avenue.

HOT BREAD—Home-made every day, 10 cents a loaf, at Chris Hommer's Quality Grocery and Bakery, corner Voltaire and Cable streets.

Don't "hide your light under a bushel measure." A business card at small cost in our advertising columns will tell the world and your neighbors that you're alive!



THE STAR CAR

\$558.75 Here
MAINE GARAGE
Newport Avenue
Phone: Point Loma 382
STORAGE SUPPLIES

MERRY-GO-ROUND

FARE 5c—EVERYBODY

Free Picnic Pavilion with tables to seat 120 people; canvas curtain side next to ocean to keep off wind.
Free light and water to all picnickers.
Night parties should phone Point Loma 65-J to have tables reserved.
O. F. DAVIS & SON, Proprietors

SMOKE
HIGHWAY CIGAR

3 for _____
2 for _____

SMOKE
OCEAN BEACH

25c
25c

10c Straight
FREMONT CLUB CIGAR STORE
OCEAN BEACH CIGAR FACTORY
5026 Newport Avenue Phone: Point Loma 92

EDGAR F. HASTINGS

PIONEER POINT LOMA

CONTRACTOR and BUILDER

PHONE, POINT LOMA 362-J

Resident of Point Loma for Fifteen Years

GONZALES NURSERY

4975 Santa Monica Avenue Ocean Beach, California
Large Assortment of Fruit Trees, Shrubbery, Plants, Fuchsias, Stocks, Begonias, Lillies, Roses, Vines and Flowers
ALL HOME GROWN
Landscape Gardening and Lawns a Specialty

Hay, Grain
Wood, Coal
Poultry, Rabbit,
Bird Supplies and
Remedies
Baby Chicks
Eaco Electric
Brooders
Seeds. Trucking

OCEAN BEACH
Feed, Fuel, Paint and
Express

EARL J. HAAS, Mgr.
1926 BACON STREET
Telephone: Point Loma 20-W

Sherwin-Williams
(Paints SWP)
Old Dutch Enamel
Marnot, Scarnot and
Rexpar Varnish
Floorlac
Brushes, Wall Paper
Roofing

Notice—THE BEAD SHOP

724 Broadway, Moves to Los Angeles
Removal Sale With Reduced Prices—All Jewelry and Novelties
Will Be Closed Out Entirely
Fourteen Karat Gold Rings Reduced 50%
and other jewelry at a greater discount. Amber, jet, ivory and semi-precious stone necklaces, novelty necklaces and beads of all kinds, all reduced. This is the only place in San Diego where you can get the genuine Farina Eau de Cologne, which has stood the test of a century of use.

BUY WHILE YOU CAN—WE GO SOON

Sheet Stock
Brass
Copper
Aluminum
Zinc
Tin
Galvanized Iron
Tubing, Brass,
Copper

Telephone 613-91
WILEY & COBB
Sheet Metal Works
830 Seventh Street
SAN DIEGO CALIFORNIA
Residence, Ocean Beach
Phone, Point Loma 311-J

Cornice
Skylights
Gutters
Leaders
Elbows
Heating and
Ventilating
Auto Bodies

ANNOUNCEMENT
CHANGE IN MANAGEMENT
NEWPORT CAFEand
ICE CREAM
PARLOR

HARRY KALLIRIS, Proprietor
Cor. Bacon St. and Newport Ave.
SPLENDID CUISINE
SATISFACTORY SERVICE
Tables Reserved For Ladies
Candies and Ice Cream—Cigars and
Cigarettes

PIANO TUNING AND REPAIRING.

B. L. Martin, recently with Sherman, Clay & Co., famous piano dealers of San Francisco, has located at the beach and is taking orders for piano tuning and repairing. Mr. Martin is an expert in his line and guarantees satisfactory service. His business card appears elsewhere.

Williams gets 'round the Beaches every Thursday with his green wagon of fruits and farm products.

DAILY TRIPS TO SAN DIEGO
AND POINT LOMA

REID TRANSFER

1885 Bacon Street, Ocean Beach, Calif.
FREIGHT BAGGAGE. JOBBING MOVING

STORAGE

FEED, FUEL and HARDWARE

Residence Phone Office Phone
Point Loma 125-J Point Loma 136

Strangers are already beginning to flock to the Beach for the summer season, and a business card in your home paper will get their immediate attention.

With the smoke of the political battle rapidly disappearing, let's all get busy and boost for the big Naval Day on April 15, marking the opening of the regular Beach season.

"IT'S NOT FAR TO A FABER STORE"